Press release
For immediate release

**B2BeeMatch Stands with Ukraine
and Invites Ukrainian Tech Businesses to Join
the B2BeeMatch Business Networking Site and Rebuild Businesses**

Toronto, April 6, 2022—The B2BeeMatch.com business matchmaking platform has offered a pro bono partnership to Tech Ukraine as an act of solidarity with the people and businesses of Ukraine in this difficult time. This partnership provides Tech Ukraine with the ability to increase the visibility of Ukraine-based businesses in the technology sector and beyond.

For businesses all over the world, working with the Ukrainian IT sector and other Ukrainian sectors is a direct way of supporting the Ukrainian economy, the country's economic resilience and the Ukrainian people's fight for freedom. Key decision-makers in companies worldwide are paying attention to current world events and poised to take action. B2BeeMatch, a business matchmaking platform with international reach, provides a way for these businesses to connect remotely with Ukrainian companies.

"Many of us in the business community, particularly small and medium businesses, have been feeling powerless to help people in Ukraine even as we admire them for their fierce resistance to this unjust war," said Karima-Catherine Goundiam, founder and CEO of B2BeeMatch. "I'm not a doctor or a soldier. I am a businesswoman, so making the platform, and by extension its entire business ecosystem, available at no charge is my way of contributing based on the work I know how to do."

Basic B2BeeMatch membership is free for companies. Ukrainian businesses that join through the Tech Ukraine landing page receive premium benefits, such as additional visibility opportunities, enhanced support and early access to new business networking features.

The Ukraine tech sector: Europe's best-kept secret

The Ukraine tech sector boasts nearly 250,000 high-level IT workers. With some 350 educational institutions offering tech programs, Ukraine is number one among European countries when it comes to the number of tech graduates. The country is also home to 533 IT service companies, including such world-renowned tech companies such as Grammarly, GITLab, BitFury and People.ai.

As well, Ukraine offers a highly favourable business environment for small and medium

businesses. Many Ukrainian businesses use smart management instruments to ensure delivery from across the street and from across continents. Ukrainians are used to working in volatile environments and, as the world has seen, are ingenious and resilient.

Nataly Veremeeva, Director of Tech Ukraine, said: "In the current times, supporting Ukrainian economy is no less important than supporting our army. Over the past years, the Ukrainian tech sector has proven itself to be the next big thing, with its accelerated growth, global outreach and recognizable quality. It has proven itself to be resilient to the current conditions and able to develop further, taking new clients, accepting investments and sending taxes to our government and army to finish what has been started, the fight over an outdated system that has no place in the modern world: Russian Putinism. Join the fight and benefit from the power of Ukrainian tech!"

Andrew Wrobel, Founding Partner at Emerging Europe and leader of the organization's Tech Emerging Europe Advocates community, said: "The vast majority of IT companies are working and delivering their services to international clients, either from Ukraine, mainly the western part of the country, or from other locations in Europe. It is particularly important to connect Ukrainian IT talent with projects and clients, and the matchmaking platform set up by B2BeeMatch, with Tech Emerging Europe Advocates, Tech Canada Advocates and Tech Ukraine, stands a great chance of reaching that goal."

"We encourage companies in Ukraine to join the platform through Tech Ukraine, whether they work in the tech sector or not," said Goundiam. "We also invite non-Ukrainian companies that want to provide support to check out B2BeeMatch as a way to seek opportunities to help Ukraine maintain business continuity and support the country's resilience and rebuilding."

This partnership is supported by Global Tech Advocates, Tech London Advocates and Tech Emerging Europe, as well as B2BeeMatch's international partner, the International Chamber of Commerce (ICC).

B2BeeMatch.com and Tech Ukraine stand with the people and businesses of Ukraine.

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About B2BeeMatch

Founded in 2019 and based in Toronto, Canada, B2BeeMatch.com is the business matchmaking platform for small and medium businesses that want to connect in a big way! Small and medium businesses (SMBs) are the backbone of the world's economy and an important source of job creation, but they are chronically underserved. B2BeeMatch connects SMBs based on their needs and helps them save time, money and effort as they grow, scale and expand both locally and internationally. The platform's proprietary algorithm matches businesses thanks to detailed company profiles and a unique vetting and compliance rating system. B2BeeMatch has member businesses in more than 45 countries and in over 100 industries and is affiliated with a growing international network of partners

and sponsors.

For more information or to join the platform, visit B2BeeMatch.com. Follow B2BeeMatch on Twitter, Facebook and LinkedIn.

About Emerging Europe and its Tech Emerging Europe Community

Emerging Europe is a privately owned, London-based growth hub that empowers other organisations to grow and expand internationally. With a team, based across the UK and Europe, we are a go-to partner for various establishments looking to navigate emerging Europe or grow in the region.

Their analysis site, Emerging Europe, is the world's most prominent source of English-language business information about the region reaching 2.5 million unique readers each year. Their programmes and communities focus on sustainability, innovation, and entrepreneurship — as they see these as the drivers of the growth they want to promote in the emerging Europe region. They also serve as a vehicle to support our clients with relationship building and lead generation, enabling the creation of high-profile connections across Europe and beyond.

The Tech Emerging Europe Advocates community, part of a global network of 20,000+ tech leaders created by the co-founder of London Tech Week, elevates the profile of the emerging Europe region as the world's preferred technology partner.

Emerging Europe's reports, white papers, surveys, analyses — and bespoke, client-specific market intelligence — help organisations thrive by providing them with valuable data, access to key stakeholders and insight to make the right business decisions. The publications released to the public are consulted by over 20,000 professionals every year.

About Tech Ukraine

TechUkraine is a new platform focused on supporting Ukraine's fast-growing tech ecosystem. It aims to drive the cooperation of ecosystem leaders, government officials, business partners and donors to support and uplift the tech sector. TechUkraine is part of Ukraine's Export Strategy for IT Sector 2019-2023, initiated by the Ministry of Economic Development and Trade (MEDT) and supported by GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH), the main German development agency that provides services in the field of international development cooperation and international education work.

For more information, visit https://techukraine.org/.

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